

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 108015  
**Alt Order #:** 06865332  
**Product Desc:** Horsford/DCCC  
**Estimate:** 2144  
**Flight Dates:** 10/19/12 - 10/19/12  
**Original Date / Rev:** 10/18/12 / 10/18/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** DCCC/ Horsford  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	3	\$3,500.00	\$2,975.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	3	\$3,500.00	\$2,975.00	0.00
<b>Totals</b>	<b>3</b>	<b>\$3,500.00</b>	<b>\$2,975.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	24%	\$3,500.00
Market	100%	\$14,583.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$3,645.83
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$3,645.83
KTUD	1%	\$145.83
KVVU	20%	\$2,916.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$729.17

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/19/12	10/19/12	Today Show	CM	658a-9am	----F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	----F--			1			\$900.00		0.00			

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Advertiser: DCCC/ Horsford  
 Product Desc: Horsford/DCCC  
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E 1	KSNV	10/19/12	10/19/12	Today Show Today Show	CM	658a-9am	----F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	----F--	1		\$900.00		0.00						
E 2	KSNV	10/19/12	10/19/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	----F--	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	----F--	1		\$1,300.00		0.00						
E 3	KSNV	10/19/12	10/19/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	----F--	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	----F--	1		\$1,300.00		0.00						
													Totals	3	\$3,500.00